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ABSTRACT

A survey of college and university career planning and placement directors was conducted in 1987 with a response rate of 67% (N=880). Findings were compared to data from earlier surveys conducted in 1981 and in 1975. Eight-five percent of the offices responding indicated that they had a centralized structure; 58.1% had the word "career" in their office title. Turning to facilities, 50.2% of the respondents reported that their office was very accessible in relation to student traffic; 42.6% rated it accessible. Many had experienced gains in the space their offices were assigned. Compared to 1981, approximately 39% of respondents reported adding to their staffs, while approximately 10% reported cutbacks. Of the career planning and placement directors, almost 86% indicated at least a master's degree and 15% had a doctorate. Most respondents (59.4%) indicated a budget increase since the 1981 survey, 28.8% reported their budgets remained the same, and 11.8% indicated a decrease. Looking at services provided by the centers, the greatest increase between 1981 and 1987 was in offering resume referral and the greatest decrease was in dropout prevention and counseling. Ninety percent of the respondents used computer technology in their career planning and placement operations, and slightly more than 80% had personal computers in their offices. (Trends from 1975, 1981, and 1987 data are noted throughout the document in the text and in 30 tables.) (NB)

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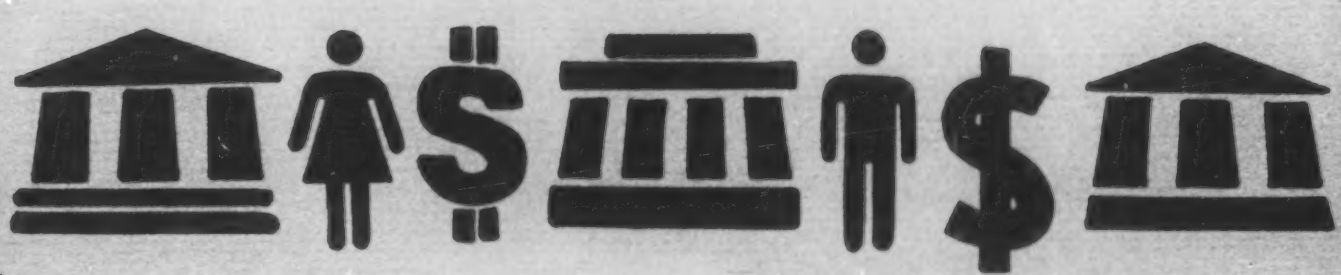
1987 Career Planning & Placement Survey

An Operational Profile



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College Placement Council, Inc.

1987 Career Planning & Placement Survey

An Operational Profile

by

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and
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Price: $15 CPC Members
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1987 CAREER PLANNING & PLACEMENT SURVEY

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INTRODUCTION

On the following pages are the highlights of a survey of college and university career planning and placement offices. It's a snapshot taken in December 1987 that provides information on the demographic state of the career planning and placement profession. This report presents an overview of present operations in the key areas of structure, facilities, staff, and finances. It also notes changes since the previous surveys in 1981 [1] and 1975 [2].

A periodic check-up on the health of an individual or organization is always advisable. It is especially appropriate at this time in view of the renewed interest in the assessment and evaluation of services and programs throughout the academic community.

It has been six years since the last study. The intervening years have brought many changes as well as crunches. We've all swapped war stories at meetings and on the telephone. However, most of the findings in this study are positive. Overall gains--some more modest than others--are reported in space, staffing, and budgets.

One point is clearly evident. We've joined the computer age. Today, 90 percent of career planning and placement offices are using computer technology and 80 percent have personal computers.

Another interesting finding is the extent to which prescreening has taken hold. As we entered the eighties, this was a controversial, often heatedly debated, subject. Today, prescreening appears to be less of an issue, for more than 80 percent of the respondents allow it.

Speaking of respondents, of the 1,309 CPC member colleges that received the questionnaire, 880, or 67 percent, replied. That's an outstanding response and certainly indicative of the need for, and the great interest in, this type of demographic data.

CPC thanks all who took the time and effort to complete the questionnaire. We trust the information obtained will be valuable as we work together to advance our profession.

Warren E. Kauffman
Executive Director

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1 **The Status of Career Planning and Placement**, CPC Foundation
2 **Career Planning & Placement in the Mid-70s: An Operational Profile**, College Placement Council, Inc.

Survey Sample

In all, 880 career planning and placement directors responded to the survey (a response rate of 67.2 percent). The geographic distribution of respondents by regional areas was as follows:

TABLE 1

GEOGRAPHIC DISTRIBUTION
OF SURVEY SAMPLE

Region	Number	Percent of Total
Northeast	81	9.2
Mid-Atlantic	151	17.2
South	209	23.8
Midwest	281	31.9
Southwest	59	6.7
Rocky Mountain	25	2.8
West	72	8.2

Note: There was also one response from Puerto Rico and one from outside the United States.

As far as type of responding institution was concerned, the largest single category (34 percent) was comprehensive institutions (award baccalaureate degree, may also award associate degree; offer graduate programs at the master's and professional levels). Slightly more than one-fourth (27 percent) were four-year schools, and slightly less than one-fourth (24 percent) were universities. Eleven percent of the respondents were two-year schools. The remainder were upper-level (award baccalaureate but entering students must have completed at least two years of college education; may also grant graduate degrees) and graduate/professional institutions (offer only degree programs beyond the baccalaureate), 2 percent each.

TABLE 2

RESPONDENTS BY TYPE OF INSTITUTION

	Percent
Two-year	11
Four-year	27
Upper-level	2
Comprehensive	34
Graduate/Professional	2
University	24

Respondents were also asked to report their undergraduate enrollments. Nearly half (48.9 percent) were in the 1,001-5,000 range. Slightly more than 19 percent had enrollments of 1,000 or less. Only 2.9 percent had enrollments of more than 20,000.

TABLE 3

RESPONDENTS BY SIZE OF
UNDERGRADUATE ENROLLMENT

	Percent
Less than 500	3.2
500- 750	6.7
751- 1,000	9.2
1,001- 2,500	29.1
2,501- 5,000	19.8
5,001-10,000	16.5
10,001-20,000	12.6
20,001-30,000	2.1
More than 30,000	0.8

STRUCTURE

Centralized vs. Decentralized

Of the offices responding, 85 percent indicated they were centralized, while 15 percent reported they were decentralized. This compares with 80.4 percent centralized in 1981 and 80 percent in 1975. In the current survey, 11 percent of the centralized offices indicated that this was a change since 1981. Of the decentralized offices, only 3 percent indicated that this also represented a change since 1981.

Office Title

Although it is difficult to compare 1987 and 1981 data with that collected for the 1975 survey, some general observations can be made. In the 1975 survey, 32 percent of those offices responding indicated the use of the word "placement" alone in the office title. An additional 30 percent reported using "career planning" and 15 percent used "career counseling" in combination with "placement" in the office title. Six percent of the offices reported their title as "career services." The remaining 17 percent of the respondents were not accounted for and are presumed to be "other."

The 1981 data clearly showed a trend away from the use of "placement" alone in the office title (13.3 percent of responding offices compared with 32 percent in 1975). "Career planning" appeared to grow slightly in use (32.9 percent compared with 30 percent in 1975) and "career counseling" declined somewhat (9.4 percent compared with 15 percent in 1975). The use of the title "career services" remained virtually unchanged (5.6 percent in 1981 compared with 6 percent in 1975). Offices with titles classified as "other" grew from 17 percent in 1975 to 18.9 percent in 1981. A review of those "other" responses showed that the terms "career planning/development/services and/or placement" were used in the majority of titles.

The 1987 data showed a continuing, although slight, decline in the use of "placement" alone in the title (12.8 percent compared with 13.3 percent in 1981). The use of "career planning and placement" remained fairly stable (33.1 percent reported using that title in 1987 compared with 32.9 percent in 1981). The use of "career counseling and placement" continued to decline (from 9.4 percent in 1981 to 4.7 percent in 1987), while the use of "career services" increased (from 5.6 percent in 1981 to 14 percent in 1987). An analysis of the 1987 "other" category showed that 11.8 percent used the title "career development" and an additional 3.4 percent used "career development and placement." Another 3.9 percent used "career center" or "career resource center." Overall, 58.1 percent of the respondents had the word "career" in their office title.

TABLE 4

OFFICE TITLE

	1975	1981	Percent Change 1975-81	1987	Percent Change 1981-87
Placement alone	32.0%	13.3%	-18.7	12.8%	-0.5
Career Planning and Placement	30.0%	32.9%	+2.9	33.1%	+0.2
Career Counseling and Placement	15.0%	9.4%	-5.6	4.7%	-4.7
Career Services	6.0%	5.6%	-0.4	14.0%	+8.4
*Career Development				11.8%	
*Career Development and Placement				3.4%	
*Career/Career Resource Center				3.9%	
"Other"	17.0%	28.9%		16.2%	

*Included in "other" in 1975 and 1981

Administrative Reporting Lines

A study of the administrative reporting lines indicated that approximately 58 percent of the respondents reported directly to the vice president for student affairs or the dean of students, 12 percent reported through an academic channel (vice president for academic affairs or dean of college), and 2 percent reported directly to the president or a member of the president's staff. Almost three-fourths (74 percent) of the offices were organizationally positioned under student services.

FACILITIES

Accessibility

When asked to describe the accessibility of office location in relation to student traffic, 50.2 percent of the respondents indicated the office was very accessible (an increase of 1.4 percent since 1981), 42.6 percent rated it accessible (a 1.9 percent decrease since 1981), while 7.2 percent rated it inaccessible (an increase of 0.5 percent since 1981).

TABLE 5

OFFICE ACCESSIBILITY

Categories	1975	1981	1987
Very accessible	43.0%	48.8%	50.2%
Accessible	49.0%	44.5%	42.6%
Inaccessible	8.0%	6.7%	7.2%

Office Space

Table 6 highlights the reported square footage per office. The most significant change since 1975 was the decrease in the percentage of offices with less than 1,000 square feet of space, from 48 percent in 1975 to 38 percent in 1981 to 36 percent in 1987.

TABLE 6

TOTAL PLACEMENT OFFICE SPACE

	Total Square Feet						
	Under 1,000	1,000-2,500	2,501-5,000	5,001-7,000	7,001-10,000	10,001-20,000	Over 20,000
Percent Total Respondents 1975	48	29	13	5	2	2	1
Percent Total Respondents 1981	38	32	17	7	4	3	1
Percent Total Respondents 1987	36	33	18	6	4	2	1

Table 7 highlights the number of rooms available for interviewing by size of institution. There was a slight increase in the percentage of respondents reporting that all of their interviewing rooms were located within the career planning and placement office (71.5 percent compared with 69 percent in 1981). Similarly, 28.5 percent reported they had rooms available for use outside the career planning and placement office (down from 31 percent in 1981).

TABLE 7

NUMBER OF INTERVIEW ROOMS BY SIZE OF INSTITUTION

Number of Rooms	Size (Undergraduate Enrollment)								
	Under 500	500-750	751-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-20,000	20,001-30,000	Over 30,000
0	11	21	30	45	19	9	3		
1	8	20	25	70	24	21	1		1
2	3	8	10	58	41	18	3	1	
3	1	3	4	23	25	18	8		
4	2		1	17	19	11	8	1	
5			1	7	7	7	6		
6			1	4	6	13	9		
7		1	1	3	4	4	8	1	
8				2	3	6	6		
9				2	2	3	5		
10				5	3	7	9	1	
11					3	2	4		
12					1	3	12		
13					1	1	5		
14				1	1	2	3		1
15				2			5	1	
16							2	2	
17				1	1	1	1		
18							2	2	
19							1		
20							1	1	1
21							2	1	
23						1		1	
24		1			1	1	1	2	
25						1			
26						1			
30								2	
32						1			
33									1
36						1		1	
37				1					
38					1				
39									1
48									1

NOTE: Statistics in this table are number of respondents.

STAFF

Number of Professional Staff

Respondents were asked about changes in staffing since 1981. About 39 percent of the total group surveyed reported adding to their staffs, while approximately 10 percent reported cutbacks. The institutions with undergraduate enrollments between 1,000 and 2,500 experienced the largest increases, adding a total of 163 new professionals to their staffs. Other fairly substantial increases were also reported by schools with enrollments between 2,501 and 20,000 (see Table 8).

TABLE 8

CHANGE IN NUMBER OF PROFESSIONAL STAFF IN OFFICE SINCE 1981

	Size (Undergraduate Enrollment)								
Number of New Staff	Under 500	500-750	751-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-20,000	20,001-30,000	Over 30,000
1	7	12	16	58	34	28	21	5	1
2	1	2	2	20	18	9	15	4	
3		1	1	6	8	4	7		1
4		1	1	1	3	4	2	2	
5		1		1	1	2			
6				1	1	1	1		
7				7	2	1	2		
8						1			
10				1					
11					1		1		
-1		4	10	15	6	15	10		
-2	1	1	1	6	3	6	1	1	
-3		1				1			
-4					1				

NOTE: Statistics in this table are number of respondents.

Tables 9 and 10 summarize the staffing of the responding career planning and placement centers by undergraduate enrollment size.

TABLE 9

FULL-TIME PERSONNEL

		Size (Undergraduate Enrollment)								
	Number in Position	Under 500	500-750	751-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-20,000	20,001-30,000	Over 30,000
Associate Director	1	4	6	8	29	22	27	42	11	
	2				2	5	6	2	4	3
	3				4	3	2	2		
	4						1			

(Table 9 continued)

	Number in Position	Size (Undergraduate Enrollment)								
		Under 500	500-750	751-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-20,000	20,001-30,000	Over 30,000
Assistant Director	1		9	8	56	34	40	32	3	1
	2				5	11	11	8	4	
	3				2	1	6	8	2	1
	4						5	4	2	
	5					1	1	4		1
	6								2	
	8						1			
	9									1
	12						1			
Career Counselor	1	2	4	6	31	27	29	22	7	
	2		2	2	11	9	8	13	1	1
	3				1	3	8	9		
	4				1	3	2	7	1	1
	5				3	2	3	2		
	6				1	1	1	4	1	2
	7							2		
	8					1		1	1	1
	10							1	1	
	11							1		
Experiential Education Coordinator	1		1	5	13	17	15	14	5	1
	2					1		2		
	3					1	1	2		
	4							1		
	6						1			
Placement Coordinator	1		3	6	39	33	35	36	9	3
	2				2	3	7	2		
	3				1	2	2	3		
	4					1		2		
	5					1				
	6					1				
	12						1			
Career Librarian	1				2	5	7	20	7	3
Job Developer	1		2	1	7	14	16	21	2	1
	2							2		
	3					1		1		
	4					1				
Graduate Assistant	1				1	2	8	4	2	
	2					3	3	2	1	1
	3				1			4		
	4						1			
	5						1		1	
	6					1				

(Table 9 continued)

	Number in Position	Size (Undergraduate Enrollment) Under 500	500-750	751-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-20,000	20,001-30,000	Over 30,000
Secretarial/Clerical	1	6	17	38	136	74	41	11	1	
	2	1	1	3	27	37	41	23	1	
	3				5	12	19	15		1
	4				1	8	12	7	1	
	5				2	3	2	16	2	
	6						2	10	4	2
	7					1	4	6	2	1
	8						1	4		
	9					1	2	3	2	
	10								1	1
	11						2		1	
	12									1
	13							2		
	18									1
	20								1	

NOTE: The statistics in this table are number of respondents.

TABLE 10

PART-TIME PERSONNEL

	Number in Position	Size (Undergraduate Enrollment) Under 500	500-750	751-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-20,000	20,001-30,000	Over 30,000
Associate Director	1	1		1	3	5	1	4	1	
	2				2					
Assistant Director	1	1	2	3	8	3	4	2		1
	2				1		2	2		
	3				1				1	1
Career Counselor	1	7	4	6	26	17	14	8	3	1
	2			3	7	5	4	4	1	1
	3						1	2	1	
	4				1		1			
	5							1		
	6				1				1	
Experiential Education Coordinator	1	1		2	6	2	9	1	3	

(Table 10 continued)

	Number in Position	Size (Undergraduate Enrollment)								
		Under 500	500-750	751-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-20,000	20,001-30,000	Over 30,000
Placement Coordinator	1	2	2	3	8	3	7	[illegible]		1
	2				1	1				
Career Librarian	1	1		1	6	3	7	5	4	
	2							2		
	3							1		
Job Developer	1	2	1		14	7	11	3	2	
	2			1		1	1			1
	3							1		
Graduate Assistant	1		7	3	15	16	16	18	1	
	2			3	4	5	5	7	3	2
	3					2	1	8	1	
	4	1			2		3	3		
	6					1		1		1
	7					1		2		
	9							1		
	11				1					
	22				1					
Secretarial/Clerical	1	9	22	29	55	44	26	14	2	1
	2	3	4	2	9	5	13	9	1	1
	3			1	3	3	3	2	1	
	4			1	1	1	1	2	1	
	5				2	1	1			
	6						1	2	1	
	7						1	1		
	8					1	[illegible]		1	
	9						1			
	10									1
	14					1				
	20				1					

NOTE: Statistics in this table are number of respondents.

Faculty Status

Respondents were asked to identify career planning and placement personnel positions that had faculty status. Twenty-four percent reported that the director had faculty status, 3.4 percent the associate director, 4.9 percent the assistant director, and 7.3 percent career counselors. Only 11 percent reported that those career planning and placement personnel with faculty status were eligible for tenure.

Background of Career Planning and Placement Director

When asked to indicate the highest educational level obtained by the career planning and placement director, almost 86 percent indicated at least a master's degree. Approximately 51 percent earned additional credit beyond a master's, and 15 percent had a doctorate. The most frequently reported degree was guidance and counseling, as it was in 1981. However, only 18 percent reported that degree in 1987, compared with 28 percent in 1981. The next most frequently mentioned degrees were education and business. Surprisingly, student personnel, which was the degree field named by 11.9 percent in the 1981 study, was named by only 6.3 percent in 1987.

TABLE 11

ACADEMIC AREA OF DEGREE
(With 10 responses or more)

	1981		1987	
	Responses	Percent of Total Respondents	Responses	Percent of Total Respondents
Guidance and Counseling	192	28	158	18.0
Education	79	11.6	80	9.1
Business and MBA	53	7.7	68	7.7
Student Personnel	82	11.9	55	6.3
Higher Education Administration	36	5.3	38	4.3
Educational Administration	25	3.6	36	4.1
Counseling Psychology	12	1.8	25	2.8
English	22	3.2	16	1.8
Psychology	24	3.5	13	1.5
History	14	2.0	--	--
Public Administration	10	1.5	--	--

The length of time the career planning/placement administrator had been associated with the field varied from one to forty years. The mode was ten years, with slightly more than 50 percent reporting eight years or less of career planning/placement-related experience.

Other Commitments of Director

The career planning and placement administrators were asked what other official, non-career planning and placement activities they were involved with. The most frequently mentioned was university-wide committees (almost 79 percent), while the least frequently cited was financial aid (less than 8 percent).

TABLE 12

OTHER COMMITMENTS OF DIRECTOR

	1981	1987
University-wide committees	67%	78.9%
Alumni relations	43%	50.6%
Teaching	44%	49.1%
Personal counseling	57%	46.3%
Student activities	39%	40.6%
Admissions	--	27.2%
Registration	14%	16.1%
Financial aid	7%	7.6%

The amount of time devoted to these activities varied greatly, but the median was 15 percent, down from 20 percent in 1981.

Finally, respondents were asked to indicate national associations in which the career planning and placement office held memberships.

TABLE 13

NATIONAL ASSOCIATION MEMBERSHIP

98%	College Placement Council
36%	Association for School, College and University Staffing
28%	American Association for Counseling and Development
24%	American College Personnel Association
22%	Cooperative Education Association
16%	National Association of Student Personnel Administrators
16%	National Society for Internships and Experiential Education
13%	National Career Development Association

FINANCES

Budget

Asked if there had been any significant (±15 percent) change in budget since 1981, 59.4 percent indicated an increase, 28.8 percent reported their budget remained the same, and 11.8 percent indicated a decrease. Tables 14 and 15 show the current level of budget by size of undergraduate enrollment.

TABLE 14

ANNUAL OPERATING BUDGET OF CAREER PLANNING AND PLACEMENT OFFICE INCLUDING SALARIES

	Size (Undergraduate Enrollment)								
Budget	Under 500	500-750	751-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-20,000	20,001-30,000	Over 30,000
Less than $10,000	5	2	3	1	2				
$ 10,000- 20,000	4	8	4	7		2			
$ 20,001- 40,000	11	20	25	40	18	4			
$ 40,001- 60,000	4	13	23	62	31	10	1		
$ 60,001-100,000	2	9	11	73	39	18	8		
$100,001-150,000		2	5	27	38	30	14	1	
$150,001-200,000		2	2	9	8	32	14		1
$200,001-250,000			1	4	13	15	16	2	
$250,001-500,000			1	8	14	14	34	12	2
More than 500,000				1	1	9	13	3	3

NOTE: Statistics in this table are number of respondents.

TABLE 15

ANNUAL OPERATING BUDGET OF CAREER PLANNING AND PLACEMENT OFFICE EXCLUDING SALARIES

	Size (Undergraduate Enrollment)								
Budget	Under 500	500-750	751-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-20,000	20,001-30,000	Over 30,000
Less than $1,000	6	3	4	4	3	3			
$ 1,000- 2,000	3	4	4	9	3	3			
$ 2,001- 4,000	4	11	17	25	9	8	3		
$ 4,001- 6,000	3	10	10	32	14	7			
$ 6,001-10,000	6	14	13	38	31	13	7	1	
$10,001-15,000	1	6	11	58	36	18	9	1	
$15,001-20,000	1	4	7	19	16	16	8		
$20,001-25,000		1	3	13	17	15	13		
$25,001-50,000	2	1	6	21	26	31	37	5	1
More than $50,000		2		14	9	19	26	11	5

NOTE: Statistics in this table are number of respondents.

When respondents were asked to compare their 1988-89 budget with their current (1987-88) budget, 36.5 percent said they expected it to increase, 55.5 percent expected it to remain the same, and 8 percent anticipated a cut. Respondents also identified areas that would be cut back or eliminated if a drop in the budget should occur. Those most frequently cited were travel and materials.

TABLE 16

AREAS IDENTIFIED FOR BUDGET CUTS

Categories	Percent
Travel	75.6
Materials	53.7
Professional membership	38.0
Career library	36.4
Personnel cuts	18.6
Postage	17.4
Telephone	14.9
Salary cuts	7.0

Salaries

In an effort to determine salary ranges for career planning and placement personnel, respondents were also asked to supply current salary information. Salary ranges by size of undergraduate enrollment are presented in Tables 17, 18, 19, and 20.

TABLE 17

CURRENT SALARY RANGE OF THE CHIEF
CAREER PLANNING & PLACEMENT ADMINISTRATOR

	Size (Undergraduate Enrollment)								
Salary	Under 500	500-750	751-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-20,000	20,001-30,000	Over 30,000
Less than $15,000	4	5	5	4	3	2			
$15,000-17,000	1	5	7	3		1			
$17,001-20,000	4	4	16	15	7	1	1		
$20,001-25,000	10	25	22	74	18	2	2		
$25,001-30,000	2	8	11	66	29	24	4		
$30,001-35,000	1	1	8	27	45	28	9	2	
$35,001-40,000	2	1	3	20	24	20	24	2	
$40,001-45,000		2	2	18	22	30	28	5	1
$45,001-50,000		1		8	6	15	17	3	2
More than $50,000			1	1	6	8	20	6	4

NOTE: Statistics in this table are number of respondents.

TABLE 18

CURRENT SALARY RANGE OF THE
CAREER PLANNING AND PLACEMENT ASSOCIATE DIRECTOR

	Size (Undergraduate Enrollment)								
Salary	Under 500	500-750	751-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-20,000	20,001-30,000	Over 30,000
Less than $12,000		5		15	12				
$12,000-15,000		1		1					
$15,001-17,000				1	1	1			
$17,001-20,000		1	3	6	2	3			
$20,001-25,000			2	15	10	4	2	1	
$25,001-30,000		1	1	14	16	17	20	4	
$30,001-35,000				5	7	14	21	3	6
$35,001-40,000			1	2	4	13	10	5	2
More than $40,000						2	10	6	

NOTE: Statistics in this table are number of respondents.

TABLE 19

CURRENT SALARY RANGE OF THE
CAREER PLANNING AND PLACEMENT ASSISTANT DIRECTOR

	Size (Undergraduate Enrollment)								
Salary	Under 500	500-750	751-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-20,000	20,001-30,000	Over 30,000
Less than $12,000		1		3	1				
$12,000-15,000		1		8	2	1			
$15,001-17,000		1	1	12	1	1		1	
$17,001-20,000	1	1	4	25	6	10	6	6	
$20,001-25,000		5	1	21	40	64	49	9	4
$25,001-30,000				18	17	40	27	12	12
$30,001-35,000				3	5	9	15	3	4
$35,001-40,000					1	5	14	1	1
More than $40,000					1	4	7		2

NOTE: Statistics in this table are number of respondents.

TABLE 20

CURRENT SALARY RANGE OF THE CAREER COUNSELOR

	Size (Undergraduate Enrollment)								
Salary	Under 500	500-750	751-1,000	1,001-2,500	2,501-5,000	5,001-10,000	10,001-20,000	20,001-30,000	Over 30,000
Less than $12,000	3	7	5	36	2	9	6	1	
$12,000-15,000		1	2	10	10	7	6		
$15,001-17,000	1	2	3	7	9	14	10		6
$17,001-20,000	1	1	8	47	25	24	44	5	4
$20,001-25,000	1	3	7	33	54	63	76	15	11
$25,001-30,000			1	17	15	28	65	5	3
More than $30,000			2	5	13	20	31	24	3

NOTE: Statistics in this table are number of respondents.

SERVICES

The respondents were asked to indicate the types of services offered by their office. In an effort to note any trends, a comparison was made with the 1981 and 1975 results whenever possible. Table 21 presents the responses in terms of percentages of offices providing each service.

TABLE 21

SERVICES OFFERED THROUGH CAREER PLANNING AND PLACEMENT CENTER

	1975	1981	1975-81 % Change	1987	1981-87 % Change
Placement of grads into full-time employment	93%	95%	+2	96.8%	+1.8
Campus interviewing	96%	95%	-1	96.5%	+1.5
Career counseling	89%	96%	+7	94.1%	-1.9
Occupational and employer information library	92%	91%	-1	93.6%	+2.6
Placement of alumni	87%	90%	+3	88.9%	-1.1
Placement of students into summer and part-time employment	81%	83%	+2	87%	+4
Credential service	79%	81%	+2	76.4%	-4.6
Resume referral	--	64%	--	74.2%	+10.2
Resume booklets	--	62%	--	56.3%	-5.7
Cooperative education, intern, experiential program	26%	49%	+23	53.7%	+4.7
Vocational testing	31%	51%	+20	53.2%	+2.2
Academic counseling	30%	37%	+7	33%	-4
Career planning or employment readiness course (credit)	--	30%	--	32.1%	+2.1
Drop-out prevention	22%	26%	+4	19.9%	-6.1

As Table 21 indicates, the greatest increase between 1981 and 1987 was in offering resume referral (10.2 percent) and the greatest decrease was in drop-out prevention and counseling (6.1 percent). Of those services that could be compared with the 1975 survey, the greatest increase overall was in cooperative education, intern, and experiential education program offerings (27.7 percent).

Studies and Reports

Almost 64 percent of the respondents reported they conducted follow-up or longitudinal studies, while 36 percent said they did not. The 556 offices conducting such studies indicated the subject areas as follows:

TABLE 22

SUBJECT AREAS OF STUDIES/REPORTS

	Responses	Percent
Employment Status	551	99.1
Additional Education	430	77.3
Use of Career Planning/ Placement Office	369	66.4
Evaluation of Academic Programs	212	38.1
Correlation Studies of Job Success and College Performance	99	17.8

Additionally, 75 percent of respondents said they published an annual report.

Time Devoted to Career Planning and Placement Functions

Respondents were also asked to indicate the amount of time devoted to career counseling, placement, and information dissemination (see Table 23).

TABLE 23

PERCENT OF TIME DEVOTED TO SERVICES PERFORMED

	Percent of Time Spent					
1987	None	1-15%	16-30%	31-45%	46-60%	Over 60%
Career counseling	15	167	254	211	83	40
Senior job placement	7	89	261	227	134	74
Advanced-degree job placement	109	384	68	18	8	5
Part-time and/or summer employment	27	459	185	50	9	7
Co-op or experiential program placement	143	243	126	55	20	13
Providing information to other departments	9	619	79	11	4	2

NOTE: Statistics in this table are number of respondents.

Historical data from 1981 and 1975 are presented for comparison purposes:

(Table 23 continued)

	Percent of Time Spent					
1981	None	1-15%	16-30%	31-45%	46-60%	Over 60%
Career counseling	7	116	238	202	101	38
Senior job placement	2	81	209	192	149	67
Advanced-degree job placement	106	348	85	26	8	3
Part-time and/or summer employment	34	410	128	33	9	9
Co-op or experiential program placement	123	297	82	31	8	4
Providing information to other departments	7	457	64	10	3	1

NOTE: Statistics in this table are number of respondents.

1975	Time Spent
Career counseling	1-45%
Senior job placement	16-60%
Advanced-degree job placement	1-15%
Part-time or summer employment	1-15%
Co-op or experiential program placement	less than 1%

Use of Computers

The 1987 survey asked respondents to identify the areas in which career planning/placement offices used computer technology. Ninety percent of the respondents indicated at least some computerization. The most often reported use was for word-processing functions.

TABLE 24

COMPUTERIZED FUNCTIONS

	Number	Percent
Word processing	663	83.7
Mailing lists/labels	614	77.6
Correspondence generation	506	63.9
Statistical reports	470	59.3
Career guidance/counseling	441	55.7
Student records	343	43.3
Career planning	264	33.3
Employer information/indexing	257	32.4
Alumni files	236	29.8
Student resume production	221	27.9
Employer scheduling and publicity of visits	210	26.6
Budgeting/accounting	209	26.4
Library information/indexing	200	25.3
Sign-up systems	150	19.0
History files	71	9.0

The survey next sought to examine the extent to which career planning/placement offices used personal computers. Slightly more than 80 percent (708) of the respondents reported that their office had at least one PC, while 145 said they did not have any (27 did not respond to this question). More than 65 percent of those with PCs had two or more, and slightly more than 15 percent had five or more. By far the most frequently cited make was IBM (47.5 percent), followed by Apple (11.2 percent) and Zenith (9.6 percent). IBM printers were also named most frequently (20.5 percent), followed by Epson (16.1 percent) and Hewlett-Packard (11.2 percent).

Career Resource Centers

Almost 84 percent of the respondents reported that their office operated a career resource center. Of these, 93.6 percent reported the center's location within their office. Slightly more than 14 percent indicated they also had a resource center in the university or college library, and almost 13 percent also housed information in the counseling center. When asked what services/materials were contained in the resource center, respondents indicated the following:

TABLE 25

RESOURCE CENTER SERVICES/MATERIALS

	Percent Responding 1981	Percent Responding 1987
Audiovisual learning tools	54	27
Independent learning programs	19	12
Computerized career guidance systems	17	58
Staff/faculty support	33	28
Career/graduate school information	95	79
Full-time/part-time job information	94	87
Employer information/ directories	100	92
Recruitment videotapes	--	60
Career information/job-search videotapes	--	79

Prescreening

When asked if employers were allowed to prescreen and preselect students for interviewing, 81.4 percent of the respondents said yes (compared with 53 percent in 1981). Almost 70 percent stated that resumes were available if employers wanted to prescreen, 23.8 percent indicated they only let employers prescreen if some of the schedules were open, and 13.6 percent reported that employers selected all schedules. In those instances where the career planning and placement center scheduled interviews, the method most commonly used was the first-come/first-served method (94

percent). The next most popular was random selection (4 percent), followed by a bid system (2 percent) and lottery method (1 percent).

Career Days and Job Fairs

Respondents were asked if their office sponsored career days and/or job fairs. More than 64 percent of the respondents indicated they sponsored career days, with 39 percent of those offering two or more a year. Attendance ranged from 5 to 600 employers and from 10 to 9,999 students. Concerning job fairs, slightly less than 45 percent of the respondents sponsored such events, with almost 32 percent offering two or more a year. Attendance at these events ranged from 3 to 650 employers and 7 to 9,200 students.

Fees for Career Planning and Placement Services

Respondents were asked to identify fees charged to students, alumni, employers, and the general public. Responses showed a slight decrease in charging general fees and a corresponding slight increase in charging specific fees.

TABLE 26

OFFICE FEES

	1981		1987	
Categories	Responses	Percent of Total Respondents	Responses	Percent of Total Respondents
Student fees:				
General fee	76	10.1%	55	6.3%
Specific fees	236	31.3%	307	34.9%
Alumni fees:				
General fee	70	9.3%	59	6.7%
Specific fees	245	32.5%	314	35.7%
Employer fees:				
General fee	3	0.4%	6	0.7%
Specific fee	36	4.8%	80	9.1%
General public fees:				
General fee	--	--	15	--
Specific fee	--	--	114	--

The services for which both students and alumni were charged specific fees were almost identical. Nearly all respondents charged a credential fee. The charges ranged from 50 cents to $10, with the most common charge being $2 to $3. In nearly all cases, students were allowed a stipulated number free before being charged. The next most common charges were for job vacancy bulletins and testing/assessment.

Employers were most often charged for participation in career days/fairs and for resume books/prescreening.

When asked about eligibility for use of career planning and placement services, 38.4 percent of the respondents indicated no restrictions and an additional 15.7 percent specifically named community people as eligible for services. The fees charged to the general public were generally higher than those charged to students and alumni, and were most frequently charged for testing/assessment, followed by counseling.

Credential Files

When asked if the career planning/placement office kept credential files on individual students, 82.6 percent of the respondents indicated they did, while 17.4 percent did not. Of those maintaining files, only 15.5 percent reported they were maintained for education majors only.

Respondents were asked what was included in credential files. Percentages of those who included specific items were as follows:

TABLE 27

CREDENTIAL FILE ITEMS

	1981	1987
Faculty evaluations	96%	93.7%
Previous employer evaluations	84%	82.4%
Student teaching evaluations	73%	67.4%
Complete grade transcripts	39%	47.1%
Cumulative GPA	41%	42.2%
Extracurricular activities	53%	39.2%
Resumes	--	26.3%
Assessments by placement staff members	6%	6.3%

Third-Party Recruiting

Another question sought to determine how much contact career planning and placement centers had with third-party organizations. Almost 46 percent reported they worked directly with third-party organizations (compared with 37 percent in 1981), while 54 percent did not (compared with 63 percent in 1981). When asked to indicate the conditions under which they worked with third-party organizations, respondents noted the following:

TABLE 28

CONDITIONS FOR WORKING WITH THIRD PARTIES

	1981	1987
If the client of the third party does not recruit on campus	21.6%	16.5%
All fees must be paid by employer	50.5%	54.9%
Allowed to interview on campus	12.8%	12.6%
Make direct referrals to third party	23.4%	27.3%
Take only listing with no direct referral	46.5%	50.0%
Provide information about third-party service	53.8%	54.2%

When asked if the state employment service had made overtures toward assuming responsibility for placement services on campus, 10 percent of the respondents said yes, while 90 percent said that was not the case. In a related question, 22 percent said they used services provided by the state employment service in their day-to-day operations.

Outreach to Employers and Students

One of the most important areas of career planning and placement operations is communicating with their constituencies. The two largest groups career planning and placement centers need to communicate with are employers and students. Tables 29 and 30 outline the methods being used to inform both groups of services offered. Compared with 1981, none of the methods used for outreach to either employers or students varied by 5 percent or more.

The most frequently reported methods of informing employers of career planning and placement services were telephone calls, personalized letters, personal visits, and form letters/mass mailings. Least frequently used were billboards and television.

TABLE 29

METHODS USED TO INFORM EMPLOYERS OF THE SERVICES OFFERED

	1981		1987	
Categories	Responses	Percent of Total Respondents	Responses	Percent of Total Respondents
Personalized letters	592	78.5	690	78.4
Form letters/mass mailings	487	64.5	609	69.2
Telephone calls	580	76.9	701	79.7
Personal visits	518	68.7	628	71.4
Radio	45	5.9	53	6.0
TV	28	3.7	30	3.4
Newspapers	77	10.2	94	10.7
Billboards	19	2.5	25	2.8
Newsletters/brochures			43	4.9
Meetings/conferences			39	4.4

The most frequently reported methods used to inform students of career planning and placement services were bulletin boards, announcements through faculty, campus newspapers, mass distribution of pamphlets/brochures, and personal mailings. Least frequently reported were dial-access telephone and television.

TABLE 30

METHODS USED TO INFORM STUDENTS OF THE SERVICES OFFERED

	1981		1987	
Categories	Responses	Percent of Total Respondents	Responses	Percent of Total Respondents
TV	81	10.7	122	13.9
Radio	283	37.5	271	30.8
Announcements through faculty	659	87.4	784	89.1
Campus newspaper	678	89.9	771	87.6
Mass distribution of pamphlets/ brochures	573	75.9	714	81.1
Dial-access telephone	83	11.0	84	9.5
Bulletin boards	719	95.3	820	93.2
Give-aways	230	30.5	231	26.3
Information booths	160	21.2	230	26.1
Personal mailings	548	72.6	682	77.5

SUMMARY

Over the past 12 years, career planning and placement offices have experienced gains in financial support, space allocation, and staffing and have expanded services in both quantity and scope.

Structure

As reflected by current office titles, career planning and placement centers are continuing to move toward a more comprehensive role than a strictly traditional placement function. The number of offices whose titles are just "placement" has decreased by 19.2 percent since 1975. Overall, 58.1 percent of the offices now have the word "career" in the title. The number of offices reporting that their operations are centralized has increased from 80 percent in 1975 to 85 percent in 1987.

Facilities

Since 1975, directors have experienced gains in space assigned and improved accessibility for their offices. The percentage reporting less than 1,000 square feet has decreased by 12 percent in the last 12 years, while the percentage rating their office very accessible has increased by 7.2 percent.

Staff

The surveys show growth in staffing. More than 40 percent of the directors surveyed in 1981 reported increases in their staff since 1975, compared with 7 percent who experienced reductions; in 1987, 39 percent reported increases and 10 percent cutbacks since 1981.

More than half of the responding career planning and placement directors have additional credit beyond a master's degree, an increase of 14 percent since 1981, with the most frequently reported degree being guidance and counseling. Directors spend an average of 15 percent of their time on official non-career planning and placement activities, compared with 20 percent in 1981.

Finances

Career planning and placement directors appear to have fared well as far as budgets are concerned. Seventy percent of the directors reported an increase of more than 15 percent in 1981, compared with 1975, and 59.4 percent reported that kind of increase in 1987, compared with 1981.

Services

The scope of services offered by career planning and placement centers has expanded since 1975. Of the 10 services that can be compared since then, nine have experienced gains in the percentage of offices offering them, while only one, drop-out prevention and counseling, has experienced a decline (2 percent). The areas showing the most increase are cooperative education, intern,-and experiential programs and vocational testing. Almost 64 percent of the respondents conduct follow-up or longitudinal studies, an increase of 9 percent since 1975; 75 percent publish an annual report.

Ninety percent of the respondents use computer technology in their career planning and placement operations. Slightly more than 80 percent have personal computers in their offices.

As far as campus recruiting activities are concerned, more than 80 percent of the respondents allow employers to prescreen, primarily by having resumes available. More than 64 percent sponsor career days, and slightly less than 45 percent sponsor job fairs. Almost 46 percent work with third-party organizations, an increase of 9 percent since 1981. Career planning and placement offices inform employers of their services primarily through telephone calls, personalized letters, personal visits, and mass mailings.

Respondents reported a slight increase in charging fees for specific services to students and alumni, primarily for credentials and job vacancy bulletins. More than 82 percent of the respondents keep credential files, with only 15.5 percent of those indicating they are maintained for education majors only.

Career planning and placement offices inform students of their services primarily through bulletin boards, announcements through faculty, campus newspapers, mass distribution of pamphlets/brochures, and personal mailings.

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